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STRATEGIC PLAN FOR WRIGHT BROTHERS NATIONAL MEMORIAL OCTOBER 1, 2006 - SEPTEMBER 30, 2011

Results Act and Planning Cycle:

PREFACE

This five-year Strategic Plan has been written for one or more units of the greater National Park System administered by the National Park Service, U.S. Department of the Interior. The National Park System preserves outstanding representations of America's natural, cultural, and recreational resources of national significance. These resources constitute a significant part of America's heritage, character, and future. The National Park Service not only directly and indirectly preserves these national treasures; it also makes them available to millions of visitors from throughout the country and the world every year.

This Strategic Plan was written to fulfill the requirements of Section 104 of the National Parks Omnibus Management Act of 1998. This legislation requires all field units of the National Park System prepare Strategic Plans and Annual Performance Plans consistent with the Government Performance and Results Act of 1993 and make these documents available to the public. The law was a catalyst for our staff to examine its fundamental mission and to take a fresh, longer range view, in precise terms, of what results or outcomes we needed to achieve to more effectively and efficiently accomplish that mission.

The Government Performance and Results Act (GPRA) is one of the most recent and comprehensive of a number of laws and executive orders directing federal agencies to join the "performance management revolution" already embraced by private industry and many local, state, and national governments. Performance management ensures that daily actions and expenditure of resources are guided by long- and short-term goal setting in pursuit of accomplishing an organization's primary mission, followed by performance measurement and evaluation. Importantly, GPRA mandates that long-term and annual goals be results or outcomes rather than outputs (activities, products, or services) and that they be "objective, quantifiable, and measurable" so that performance can be adequately measured and reported, and progress on mission accomplishment assessed.

GRPA requires federal agencies to develop and use three primary documents in conducting their business. These documents are also to be submitted to the Congress and the Office of Management and Budget (OMB):

- 1. Strategic Plan of no less than five years duration, reviewed and revised every three years, and containing:
- * mission statement based in law, executive order, etc.;
- * long-term goals, which are objective, quantified, and measurable, to accomplish mission;
- * how goals will be accomplished, is the plan data and narrative showing "...operational processes, skills and technology, and the human, capital, information and other resources required to meet those goals...";
- * relationship of annual goals to long term goals, a description of how long term goals are carried out in annual goal increments;
- * key external factors which could positively or negatively affect goal accomplishment;
- * GPRA also requires consultation with affected and interested parties in the development of the Strategic Plan, and it requires that the plan be
- * developed by federal employees (versus contractors, etc.).
- 2. Annual Performance Plan tiered off the Strategic Plan each year, showing how long term goals will be accomplished in annual increments, and containing:
- * annual goals to incrementally achieve long-term goals in Strategic Plan;
- * annual work plan explaining how annual goals will be accomplished "briefly describe the operational processes, skills and technology, and the human, capital, information and other resources required to meet the performance goals...." and
- * basis for measuring results "...provide a basis for comparing actual program results with the established performance goals...."
- 3. Annual Performance Report reviewing each year's successes and failures and identifying areas where activities

or goals need to be revised in the future, addressing:

- * what annual goals were met or exceeded;
- * what annual goals were not met;
- * why annual goals were not met; and
- * what remedial action will be taken for goals not met.

ABOUT THIS PLAN

In consultation with Congress, OMB and other interested parties, the National Park Service (NPS) developed its own GPRA implementation process. In 2004 the Department of the Interior (DOI) produced a Strategic Plan requiring all agencies in the Department to be aligned with. It is available on the Internet at http://www.doi.gov/ppp/strat_plan_fy2003_2008.pdf.

Individual park plans address the long-term goals in the NPS and DOI plans that are appropriate to the individual units as parts of the overall National Park System and its mission. Then they add goals specific to their own legislative mandates, missions, resources, visitor services, and issues. The park plans, then, are a blend of national and local priorities and goals.

This Strategic Plan follows that pattern. It contains a mission statement born out of the NPS organic act as well as the specific legislation or proclamation establishing the park. It contains mission goals, closely paralleling the "servicewide" mission goals that illustrate in broad brushstroke what we do far beyond five years - "in perpetuity" - to accomplish our stated mission. It then contains long-term goals, which target in quantifiable, measurable ways what we will accomplish in the next four years toward achieving our overall mission goals and mission. The long-term goals address both appropriate "servicewide" goals as well as park-specific outcomes. The goal numbering protocol follows that of the NPS plan with park-specific suffixes. Since not all servicewide goals apply to every park, some numbers may be skipped. In addition, there are numbers containing 0's which are not in the servicewide plan and indicate park-specific goals.

Each long-term goal is repeated with one or more explanatory paragraphs that give background, detail, and other information useful to help the reader understand the goal as well as to sketch in how the goal will be accomplished. The figures in the tables and narrative for each goal contain any general information about "How Goals will be Accomplished", including staffing, fiscal, infrastructure, and other resources available to achieve the plan's long-term goals.

It should be noted that the goals in this plan are generally predicated on "flat budgets". Other than increases for inflation, we assumed no major increases in funding. Where increases in appropriations are known or are likely, they were taken into account. Where other funding sources (donations, fee revenues, etc.) are "reasonably assured", they too are taken into consideration when setting performance targets. Obviously, limits on funding constrain what can be accomplished toward our goals and mission. GPRA, however, is distinctly not about discussing budget shortfalls or requesting or justifying additional funding. Rather it is about planning, managing, and communicating what we can accomplish with the resources we already have while at the same, providing accountability for those resources.

Each year that the Strategic Plan is in effect, there will be a companion Annual Performance Plan which shows in annual goals, that year's targeted incremental achievement of each long-term goal, and a work plan for accomplishing that increment. Each year there will also be an Annual Performance Report discussing actual achievement of the prior year's annual goals and progress on long-term goals.

Copies of this Strategic Plan can be requested from the superintendent. Questions and comments are welcome and encouraged and can be addressed to the superintendent. Copies of the most current Annual Performance

Plan and Annual Performance Report are also available on request, with questions and comments equally welcome.

Park Background Information:

WRIGHT BROHTERS NATIONAL MEMORIAL

(Wright Brothers National Memorial is administered by the National Park Service Outer Banks Group. The Group also includes two other parks; Fort Raleigh National Historic Site and Cape Hatteras National Seashore. The Group functions under one superintendent, management, and budget appropriation. Each park has a separate strategic plan.)

Wind, isolation, dunes, and the unobstructed open space of the Outer Banks of North Carolina made it an ideal location for Wilbur and Orville Wright to perfect and implement the basic principles of flight. The brothers first visited the area in 1900 to test their gliders and eventually achieved the first successful powered flight on December 17, 1903.

Located in the popular tourism destination, Outer Banks, over 439,000 people per year visit the park. The 428-acre site contains a large granite boulder at the historic point of take-off, a 60-foot granite monument (1932) atop the Big Kill Devil Hill, and reconstructions of the brothers' 1903 living quarters and hangar. The park's visitor center has been designated as a National Historic Landmark.

Wright Brothers National Memorial was originally designated as the Kill Devil Hill Monument National Memorial on March 2, 1927. The park was transferred to the NPS from the War Department on August 10, 1933 and redesignated as Wright Brothers National Memorial on December 1, 1953.

MISSION OF NATIONAL PARK SERVICE AT WRIGHT BROTHERS NATIONAL MEMORIAL

The mission of the National Park Service at Wright Brothers National Memorial is rooted in and grows from the National Park Service Organic Act and park's legislated mandate. The park's mission statement is a synthesis of this mandated purpose, plus the park's primary significance as itemized below.

The National Park Service Organic Act provides "...to promote and regulate the use of the...national parks...which purpose is to conserve the scenery and the natural and historic objects and the wild life therein and to provide for the enjoyment of the same in such manner and by such means as will leave them unimpaired for the enjoyment of future generations."

The park's enabling legislation states that: "There shall be erected on Kill Devil Hill, at Kitty Hawk, in the State of North Carolina, a monument in commemoration of the first successful human attempt in all history at power-driven airplane flight, achieved by Orville Wright on December 17, 1903".

Purpose

The purpose of Wright Brothers NMEM is to commemorate the first successful controlled powered flight, at the site where it occurred, and to interpret the continuing worldwide significance of the Wright brothers' dream, vision, and achievement.

Significance

The park is the site of the first successful, powered, manned, heavier than air, controlled flights made by Wilbur and Orville Wright. It is the site of the Wright brothers' first experiments with gliders. It has environmental conditions conducive to flight experimentation (wind, dunes, unobstructed open space, isolation, and sand). It is the site where the Wright brothers perfected and implemented the basic principles of flight. It contains

monuments (pylon and boulder) which represent national movements to mark the site.

KEY EXTERNAL FACTORS AFFECTING THE PLAN'S ACCOMPLISHMENT

While park management and staff can plan, manage, and largely control much of what occurs in the park, other things they can only influence, especially things external to park boundaries. Some things, such as natural events, they have no control over whatsoever. In developing Wright Brothers National Memorial's Strategic Plan and its long-term goals, it was important to take into consideration key external factors that could negatively or positively affect goal outcomes. A few of the most important or most likely are identified briefly below. This is by no means an exhaustive list but simply those that are most likely to influence outcomes as viewed at the time of writing the plan.

- 1. Partnerships Park partners play a key role in management success. Although the park has a fair number of established partnerships to-date, there exists great potential for the establishment of additional partners, leading to improvements in visitor service and resource protection.
- 2. First Flight Centennial Foundation/First Flight Commemorative Coin Surcharges The First Flight Centennial Foundation was established to assist in fundraising for the First Flight Centennial event of December 17, 2003. Through the efforts of the Foundation, legislation was passed to establish a First Flight Commemorative Coin program. Coin legislation states that surcharges from the sale of these coins are to be used exclusively to benefit Wright Brothers NMEM. Park management works with the Foundation on projects involving the expenditure of surcharge funds.
- 3. Limited Availability of External Lands Increased development of lands adjacent to the park, and increased population and demographic transformation of adjacent communities have changed, and continue to change, uses and use impacts at the park. Due to limited availability of non-federal lands, the park is often pressured to permit land uses that are incompatible with park values.
- 4. Tourism and Visitation Successful local tourism marketing has resulted in significant rise in visitation to the Outer Banks and a corresponding increase in visitation to the park. Along with visitation increase, the park budget has remained flat, hampering management's ability to keep services parallel with visitation impacts and visitor needs.
- 5. Public Involvement Public awareness on critical issues, and management decision-making and direction, is increasing. As this desirable public interest and concern grows, the park must adapt and respond with effective and efficient opportunities for public involvement. Public involvement will play a role in the outcome of park planning efforts during this strategic cycle, including the Commercial Services Plan and potentially an update of the park's General Management Plan (1996).
- 6. Coastal Storms and Hurricanes Life on the coast is not always a day at the beach. Coastal storms and hurricanes can significantly impact park operations, considerably damage park resources and property, and change the natural habitat.

CONSULTATION IN PLAN PREPARATION

GPRA requires that Congress, OMB, and other interested and affected parties be consulted in the development of Strategic Plans. Congress and OMB, as well as the Department of the Interior, were extensively consulted in the development of the DOI and NPS service-wide plan. Some partner organizations were consulted in the development of the original Wright Brothers NMEM Strategic Plan, from which this current plan is drawn. Interested parties will be involved in plan development as adaptations and revisions are made.

STRATEGIC PLAN PREPARERS

The following park staff members were intimately and extensively involved in preparing this strategic plan: Michael B. Murray, Superintendent Mark Hardgrove, Deputy Superintendent LeAnn Cauthen, Administrative Officer Thayer Broili, Chief of Resources Management Charlie Sellars, Chief of Maintenance Mary Doll, Chief of Interpretation Norah Martinez, Chief Ranger Sue Titchenell, GPRA Coordinator

Strategic Plan Note for Outer Banks Group Parks:

The three areas of the Outer Banks Group are combined under one budget appropriation and are managed through shared resources. Due to the difficulty of separating out financial and staffing resources, or due to the necessity of reporting goal results collectively, some of the GPRA goals for these three parks are reported as "Group Goals" within the Cape Hatteras National Seashore Strategic Plan.

Park/ Program Name: WRIGHT BROTHERS - NEW ALSO SEE CAHA?

Park/ Program Org Code: 5187 Date Last Updated: January 25, 2007

Park/ Program Goal ID Number: DOI Goal ID Number: NPS Goal ID Number: la2B la2B

NPS Servicewide Goal Description (Mission or Long-term Goal text):

Species Protected: number of species of management concern managed to desired condition

Long-term Goal Performance Target (Park/ Program Long-term Goal text; adjust date for end of current strategic planning period):

Year:

Target

By September 30, 2011, 0 populations (0% of 2) of Wright Brothers National Memorial species of management concern are managed to desired condition.

2011

Performance Indicator (what is measured):

Unit Measure:

Each species

Condition (Desired):

In Desired condition

Total # Units in Baseline:

2

Status in Base Year (# Meeting Condition):

0

Management status 5-Year Results Plan:

Wright Brothers National Memorial contains approximately 20 SMC. To date, the park lacks an acceptable total of SMC and their park population numbers, defined desired future conditions for their numbers and needed habitat, and detailed condition assessments for the SMC populations. Although the park currently lacks the required information to meet the criteria for reporting to the service wide SMC goal, a park specific goal has been developed for the 2006-2011 strategic slanning period to begin to delineate desired future conditions (and appropriate assessment indicators).

Park/ Program Name: WRIGHT BROTHERS - NEW ALSO SEE CAHA?

Park/ Program Org Code: 5187 Date Last Updated: January 25, 2007

DOI Goal ID Number: la5 Park/ Program Goal ID Number: la5

NPS Servicewide Goal Description (Mission or Long-term Goal text): Resource Condition: number of Historic structures in good condition

Long-term Goal Performance Target (Park/ Program Long-term Goal text; adjust date for end of current strategic planning period):

By September 30, 2011, 5 (100% of 5) of Wright Brothers National Memorial historic structures are in good condition.

Performance Indicator
(what is measured):

Unit Measure:

Condition (Desired):

Total # Units in Base Year (# Meeting Condition):

Condition

Each structure

Good

5

Status in Base Year (# Meeting Condition):

Target Year:

2011

5-Year Results Plan:

Wright Brothers NMEM Cultural Resource Management Program provides research, compliance, planning and stewardship of a rich diversity of archeological sites, cultural landscapes, and historic structures. Wright Brothers NMEM contains 5 historic structures, (5 of 5 historic structures are in good condition). The park will maintain the 5 historic structures in good condition.

Park/ Program Name: WRIGHT BROTHERS - NEW ALSO SEE CAHA?

Each standard

Park/ Program Org Code: 5187 Date Last Updated: January 09, 2007

Park/ Program Goal ID Number: la6 DOI Goal ID Number: NPS Goal ID Number: la6 NPS Servicewide Goal Description (Mission or Long-term Goal text): Resource Condition: number of preservation and protection standards met for park museum collections Target Year: Long-term Goal Performance Target (Park/ Program Long-term Goal text; adjust date for end of current strategic planning period): By September 30, 2011, 66.67 %, 58 of 87 applicable preservation and protection standards for WRBR are met. 2011 Status in Base Performance Indicator Total # Units in Year (# Meeting Baseline: (what is measured): Condition (Desired): Unit Measure: Condition):

Standards meet

88

40

Applicable standards

5-Year Results Plan:

By September 30, 2011, 66.67 %, 58 of 87 applicable preservation and protection standards for WRBR are met. (Baseline year: 2006, 59.77 %, 52 of 87 standards met).

Park/ Program Name: WRIGHT BROTHERS - NEW ALSO SEE CAHA?

Park/ Program Org Code: 5187 Date Last Updated: January 25, 2007

DOI Goal ID Number: NPS Goal ID Number: la7 Park/ Program Goal ID Number: la7

NPS Servicewide Goal Description (Mission or Long-term Goal text):

Resource Condition: number of the cultural landscapes in good condition

Long-term Goal Performance Target (Park/ Program Long-term Goal text; adjust date for end of current strategic planning period):

By September 30, 2011, 1 of (100% of 1) of Wright Brothers National Memorial cultural landscapes are in good condition.

Target
Year:

2011

Performance Indicator (what is measured):	Unit Measure:	Condition (Desired):	Total # Units in Baseline:	Status in Base Year (# Meeting Condition):
Condition	Each landscape	Good	1	1

⁵⁻Year Results Plan:

Wright Brothers NMEM has an approved Historic Resource Study (1997) that meets NPS and professional standards.

Wright Brothers NMEM cultural landscape historic district will be restored according to the Cultural Landscape Report (2002) if funding becomes available.

Park/ Program Name: WRIGHT BROTHERS - NEW ALSO SEE CAHA? Park/ Program Org Code: 5187 Date Last Updated: March 29, 2007 Park/ Program Goal ID Number: DOI Goal ID Number: NPS Goal ID Number: la8 la8 NPS Servicewide Goal Description (Mission or Long-term Goal text): Resource Condition: number of archeological sites in good condition Target Year: Long-term Goal Performance Target (Park/ Program Long-term Goal text; adjust date for end of current strategic planning period): By September 30, 2011, 1 (100% of 1) of Wright Brothers National Memorial archeological sites are in good condition. 2011 Status in Base Performance Indicator Total # Units in Year (# Meeting Baseline: (what is measured): Condition (Desired): Unit Measure: Condition): Each archeological site Condition Good 1 1 5-Year Results Plan: Wright Brothers has 1 archeological site listed on the current Archeological Sites Management Information System (ASMIS). This site is in good condition

and the park will maintain the existing archeological site in good condition.

Park/ Program Name:	WRIGHT BROTHERS - NEW ALSO SEE	CAHA?					
Park/ Program Org Code:	5187		Date Last Updated:	November 06, 2006			
DOI Goal ID Number:	NPS Goal ID N	umber: Ila1A	Park/ Program Goal ID Nui	mber: Ila1A			
NPS Servicewide Goal Desc	cription (Mission or Long-term Goal text):						
Visitors: Percent of park visit	Visitors: Percent of park visitors satisfied with appropriate park facilities, services, and recreational opportunities.						
	e Target (Park/ Program Long-term Goal te % of visitors to Wright Brothers National Me	•		Target Year: 2011			
Performance Indicator (what is measured):	Unit Measure:	Condition (Desired):	Total # Units in Baseline:	Status in Base Year (# Meeting Condition):			
Visitor satisfaction	Percent	Satisfied	93				
5-Year Results Plan: The park will continue to maexhibits and provide publications.	intain buildings and grounds. The Visitor Cions and maps.	enter and pavillion are open	n and staffed as appropriate. The par	k will also maintain			

WRIGHT BROTHERS - NEW ALSO SEE CAHA?

Park/ Program Org Code: 5187 Date Last Updated: November 06, 2006 Park/ Program Goal ID Number: Ila2A DOI Goal ID Number: NPS Goal ID Number: Ila2A NPS Servicewide Goal Description (Mission or Long-term Goal text): Visitors: The number of visitor accident/incidents Target Year: Long-term Goal Performance Target (Park/ Program Long-term Goal text; adjust date for end of current strategic planning period): By September 30, 2011, the number of visitor accidents/incidents at Wright Brothers National Memorial is no higher than its 2011 baseline number of 1. Status in Base Performance Indicator Total # Units in Year (# Meeting Baseline: (what is measured): Unit Measure: Condition (Desired): Condition): Each injury Accidents/incidents Reduced 1

5-Year Results Plan:

Park/ Program Name:

Each Wright Brothers National Memorial operation focuses on promoting the highest standards of visitor safety. Visitor use of park resources and activities are monitored and hazards are identified and mitigated in a timely manner.

Programs anticipated in FY 07-12 include: 1) completion of a comprehensive structural fire plan, 2) continued implementation of a comprehensive park safety program, 3) continued routine protection patrols, and 5) enhanced visitor safety messages during interpretive personal services contacts.

Park/ Program Name: WRIGHT BROTHERS - NEW ALSO SEE CAHA? Park/ Program Org Code: Date Last Updated: November 06, 2006 5187 NPS Goal ID Number: Ila2B DOI Goal ID Number: Park/ Program Goal ID Number: Ila2B NPS Servicewide Goal Description (Mission or Long-term Goal text): Visitors: number of visitor fatalities Target Year: Long-term Goal Performance Target (Park/ Program Long-term Goal text; adjust date for end of current strategic planning period): By September 30, 2011, the number of visitor fatalities will remain at zero. 2011 Status in Base Total # Units in Performance Indicator Year (# Meeting (what is measured): Condition (Desired): Baseline: Unit Measure: Condition): Each fatality **Fatalities** Reduced 5-Year Results Plan:

Five Year Plan of Work and Results

Provide interpretive, orientation, and education services to increase visitor understanding.

Park/ Program Name:	WRIGHT BROTHERS - NEW ALSO	SEE CAHA?			
Park/ Program Org Code:	5187		Date Last Updated: I	November 06, 2006	
DOI Goal ID Number:	NPS Goal I	D Number: Ilb1	Ilb1 Park/ Program Goal ID Number: Ilb1		
NPS Servicewide Goal Desc	cription (Mission or Long-term Goal text,) <i>:</i>			
Visitors: Percent of visitors	that understand and appreciate the sign	ificance of the park they are visiting	ng		
				Targ	
Long-term Goal Performand	e Target (Park/ Program Long-term Go	al text; adjust date for end of curre	ent strategic planning period):	_	
•	re Target (Park/ Program Long-term Go % of Wright Brothers National Memoria	•		Yea	
•		•		Targ Yea 2011 Status in Base Year (# Meeting Condition):	

WRIGHT BROTHERS - NEW ALSO SEE CAHA?

Park/ Program Org Code: Date Last Updated: November 06, 2006 5187 Park/ Program Goal ID Number: IVb2 DOI Goal ID Number: NPS Goal ID Number: IVb2 NPS Servicewide Goal Description (Mission or Long-term Goal text): Visitors: Number of visitors served by facilitated programs Target Year: Long-term Goal Performance Target (Park/ Program Long-term Goal text; adjust date for end of current strategic planning period): By September 30, 2011, Wright Brothers National Memorial's attendance at facilitated programs will increase to 962,000. 2011 Status in Base Performance Indicator Total # Units in Year (# Meeting (what is measured): Baseline:

Condition (Desired):

attended

Condition):

959000

Facilitated programs 5-Year Results Plan:

Park/ Program Name:

Provide interpretive, orientation, and education services to increase visitor attendance.

Unit Measure:

Each visitor

Park/ Program Name:	WRIGHT BROTHERS - NEW ALSO SEE	CAHA?			
Park/ Program Org Code:	5187			Date Last Up	odated:
DOI Goal ID Number:	NPS Goal ID Nu	mber: OVERHEAD	Park/ Program Goal ID No	lumber: OV D	ERHEA
NPS Servicewide Goal Desc	cription (Mission or Long-term Goal text):				
Overhead					
Long-term Goal Performance	e Target (Park/ Program Long-term Goal tex	t; adjust date for end of cun	rent strategic planning period):		Target Year:
Longterm goal text not availa Annual Work Plan R Strategic Plan.	able. Enter the text on the esults tab for the final year of the				2011
Performance Indicator (what is measured):	Unit Measure:	Condition (Desired):	Total # Units in Baseline:	Status in Base Year (# Meeting Condition):	
5-Year Results Plan:			•		